

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
17044

Ad# 349-B1-**"CLOVER!"**-Req# 193313-Page 4/C (9" x 12")-Newspaper, 1987

© Philip Morris Inc. 1987

PLAYERS LIGHTS 25's

5 free per pack!

6 I'm in
the clover! 9



50 free per
carton!



MSRP suggested pricing
based on full price brands.

Kings: 10 mg "tar", 0.8 mg nicotine
100's: 12 mg "tar", 0.9 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.



2061191163